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## **Eosera Launches Crowdfunding Campaign for New Earwax Impaction Solution on International Women’s Day**

*Founder Elyse Dickerson aims to garner support with Give 1 and Get 1 campaign*

**Fort Worth, TX, March 8th, 2017**— Biotechnology innovator [EOSERA™, Inc.](#), launched their GIVE ONE AND GET ONE [crowdfunding campaign](#) on Indiegogo today. Eosera is a Fort Worth-based company that developed [Earwax MD™](#), the first innovation in earwax removal drops in decades. The campaign will allow Eosera to give away free product to elderly in need and will also help raise funds for production. Earwax MD will be commercially available in the U.S. in April 2017.

“We are launching this campaign on International Women’s Day for two reasons. First, women worldwide are great proponents of improved healthcare and catalysts for change. I co-founded Eosera to develop healthcare products that address unmet medical needs. Earwax MD will change the lives of millions of people who suffer from earwax impaction. Second, biotech innovation is still a challenging career path for girls and women around the globe. I want to ask for support for our Give 1 Get 1 campaign and serve as an example by proving that starting a successful biotech company (as a woman) is possible,” said [Elyse Dickerson](#), Founder of Eosera, Inc.

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Earwax impaction is a severe healthcare issue facing over 153 million people around the world and over 18 million Americans. The US healthcare system spends about \$600 million US dollars each year to extract impacted earwax. Consumers spend approximately \$63 million US dollars every year on over-the-counter earwax removal products. Current over-the-counter earwax removal products have been proven no more effective than water for removing earwax.



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Clinically proven to remove earwax in 15-30 minutes, Earwax MD is a game-changer. To bring Earwax MD to market, the company needs to ramp up manufacturing and production. Make a donation to GET ONE and GIVE ONE! Adults 65 years and older, and especially those with hearing aids, are disproportionately affected by earwax impaction. So, for every contribution made to the campaign, Eosera will donate product to elderly individuals in need, with a strong focus on those suffering from hearing loss.

### **About Elyse Dickerson**

Elyse is the CEO & co-Founder of Eosera Inc. She has a successful track record of launching worldwide healthcare products. She spent 13 years working for Alcon, a Novartis Company, where, she focused on ophthalmic and otic pharmaceutical products. Elyse managed a portfolio of over \$1.7 billion in annual revenues. She has spent her career developing products for unmet medical needs and bringing healthcare solutions to patients around the world. Elyse actively mentors women who pursue careers in healthcare and technology. She is also a strong advocate for gender equality and women in business. Among her numerous industry honors are The Trailblazer Brand Champion Award and The 2016 Women in Technology Award from The Dallas Business Journal. Just last month, Elyse won the Mary Kay Pink Tank Business Pitch Competition! She holds a BA from the University of Notre Dame and an MBA from Southern Methodist University.

### **About EOSERA/EarwaxMD**

EOSERA™, Inc. is a majority woman-owned biotech company committed to developing products that address underserved medical needs. Eosera operates by putting purpose before profits and is proud to be one of the pioneering companies in a movement called Conscious Capitalism. Eosera exists to heal humans through innovative healthcare products. Eosera's first product, Earwax MD™, is a novel, patent-pending topical drop that uses a dual-action technology to dissolve impacted earwax. Using an evidence-based approach, the team at Eosera developed the first earwax removal innovation that is highly successful in removing excessive or impacted earwax in a single treatment. The combination of innovation backed by scientific evidence has been lacking in this area since the introduction of the category over 50 years ago. In 2015, Eosera won a \$50,000 pitch competition by Comerica Bank, which helped raise the startup's first round of seed funding reaching \$1.2M. For more information, please visit [www.eosera.com](http://www.eosera.com)

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